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National Endowment for the Arts News

"A Great Nation Deserves Great Art"

In an unusual move, the National Endowment for the Arts has created a new initiative called *Shakespeare in American Communities*, the largest tour of Shakespeare in American history. This effort will bring professional Shakespeare productions and related educational activities to 100 small and mid-sized communities in all 50 states.

This national theater touring initiative features an intriguing collaboration with The Sallie Mae Fund and Arts Midwest. The Sallie Mae Fund sponsors a free-seats-for-students program, giving a number of complimentary tickets so high school students and teachers can enjoy the performances. In addition, with a \$1 million appropriation from the Department of Defense, the Arts Endowment will bring the tour to families on military bases.

"Through *Shakespeare in American Communities*, the National Endowment for the Arts will revitalize the longstanding American theatrical touring tradition that harkens back to the 18th century," said Chairman **Dana Gioia**, "bringing high-quality arts experiences to a broad audience, and appealing educational activities to thousands of students."

One of the touring companies, the famed Guthrie Theater in Minneapolis, will

visit Arizona and in collaboration with the Arizona Theatre Company present a full-scale production of Shakespeare's drama *Othello*.

Artistic director Joe Dowling's production will provide a focused examination of this deeply psychological drama and illuminate the dynamic and sensual text and themes of Shakespeare's masterpiece.

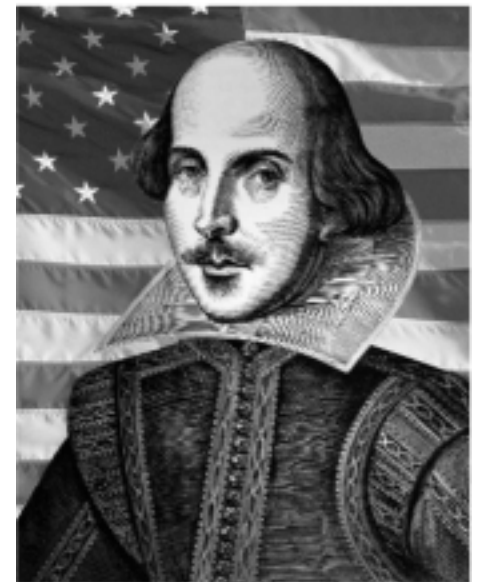
The tour visits Phoenix on February 5-8, 2004, and then moves to Tucson for performances on February 11-15, 2004.

Educational outreach is an integral component of the tour, and the Arts Endowment has developed a teacher's toolkit that includes fact sheets on Shakespeare and Elizabethan theater, classroom activities, famous quotations and expressions, posters and an educational video.

Actors from The Guthrie Theater will also visit schools in both cities, working with young people and teachers to explore Shakespeare's language, the issues in *Othello* as well as the craft of acting.

To learn more: www.arts.gov or www.shakespeareinamericancommunities.org

NATIONAL ENDOWMENT FOR THE ARTS PRESENTS



SHAKESPEARE IN AMERICAN COMMUNITIES

State of the Arts

"The arts enhance lives, stimulate our creativity and allow us to express our emotions, thoughts and aspirations through countless forms of artistic expression."

- President George W. Bush

TPAC Receives NEA Challenge America Fast Track Grant

The Tucson-Pima Arts Council received a \$10,000 Challenge America grant from the National Endowment for the Arts to support promotion of the Tucson Cultural Arts Festival as a major tourist attraction. Project partners will plan and implement marketing efforts to expand

the three-year-old Family Arts Festival into a larger and more tourist-focused event by reaching out to potential visitors from Mexico, timing promotions to lure tourists arriving at the beginning of the winter season, and creating weekend tour packages with hotels and resorts.

Congress Votes Final Passage of 2004 Arts Funding Increase

On November 3, 2003, the U.S. Senate voted to pass the final conference committee agreement on the Interior Appropriations Bill for 2004, setting spending for the National Endowment for the Arts (NEA) at \$122.480 million, an increase of \$6.7 million over 2003.

Southwest Arts Conference 2004

The Arizona Commission on the Arts, the state arts agency, presents the Southwest Arts Conference (SWAC) 2004 on Friday, January 30, 2004, 8:00 a.m. - 4:30 p.m., at the Glendale Civic Center.

This year, the annual statewide arts conference focuses on "Telling our Stories, Listening to Others; Revealing the Public Value of the Arts."

Today, arts organizations face unique challenges as they negotiate the balance between achieving their mission and offering experiences which individuals and communities value - while attracting the resources necessary to do both. This act of balancing means being able to do many things at once:



1. Be able to tell the story of what you provide and its value to the community.
2. Be able to tell your stories to the right people.
3. Be able to hear other people as they tell their stories about what they believe is valuable to themselves and the public.
4. And then, be able to connect all these stories to reveal the public value of the arts.

SWAC will engage you in exploring different ways of addressing these issues. Governor Napolitano will kick off the conference and speak about her role as arts supporter, both as a private citizen and a leader in shaping the state's policies. The Governor will also address the current

situation in the Legislature in regards to public support for the arts. Keynote Speaker Ben Cameron, Executive Director of the Theatre Communications Group, New York, will be joined by professionals from the arts field to examine these issues throughout the day.

Registration is \$60 for individuals and group registrations are \$50 each for groups of three or more. For detailed information about the Southwest Arts Conference activities, events, registration information, visit: www.ArizonaArts.org/swac/.

The Southwest Arts Conference is presented by the Arizona Commission on the Arts, and is made possible with support from the National Endowment for the Arts and The Wallace Foundation.

Call for Nominations - Governor's Arts Awards

Take this opportunity to submit your nominations for the 2004 Governor's Arts Awards. Since 1981, Arizonans have been honoring people and organizations for their efforts in improving the arts in the Grand Canyon State.

The awards are presented each year by the Governor and the proceeds from the event help out Arizonans for Cultural Development in nurturing Arizona's dynamic arts and cultural environment. The categories include: Artist; Individual; Corporation; Community; and Arts in Education.

This year's awards will be celebrated on Wednesday, April 14, 2004 at Marriott's Camelback Inn. For dinner invitations, call Arizonans for Cultural Development at (602) 253-6535.

How to Nominate

It's easy to nominate someone or an organization you think is worthy. Write a one-page letter explaining why your nominee should receive the award. Be sure to tell us his/her name and professional affiliation. Identify the category appropriate for your choice, sign your letter and include your contact information.

The postmark deadline for your nominations is on Arizona's statehood day: Thursday, February 12, 2004. To see previous winners or to obtain a nomination form visit: www.ArizonaArts.org.

W ear Red!

On Monday, February 9, 2004, Arizonans for Cultural Development hope to gather more than 700 arts supporters again on the State Capitol mall. Participation is simple. Arts supporters show their solidarity by wearing red and by bringing friends. A \$30 registration fee helps pay for the event and lunch. Encourage those around you to attend.

The Arts Congress includes a chance to meet with your legislators, live music, surprise entertainment, a nice lunch and thoughtful conversations about the public value of the arts. This event is organized by Arizonans for Cultural Development. To register to attend, call (602) 253-6535 or drop a note to: acd@qwest.net.

Director's Note

E-Grants on the Horizon

We're about to enter into our next grant cycle for arts organizations, funds that enable schools, organizations and community groups to bring art experiences to Arizonans. You'll find our detailed *Guide to Grants* online on our website at www.ArizonaArts.org. This web document includes all the forms you'll use to apply, along with extensive guidelines and tips for creating a competitive application. This year's postmark deadline for these grant applications is Thursday, March 18, 2004.

To best use our limited resources, we've made the change from printed guidelines to web only guidelines, creating html-based materials that allow applicants to maneuver through the web



The Corpstein Duplex on Roosevelt: home of the Arizona Commission on the Arts

pages in helpful ways, while also connecting them to other resources that might enhance their applications.

This move to the web also is a hint of what's ahead in our grant making. Over the next several years, we'll move to e-grants in which organizations and artists will complete web forms as part of the application and reporting process. An organization's information then resides on the website and is called up again when you complete your final report or when you apply again the following year. A grant writer will not

have to recreate an entire application each year, once an application is in the grant system, but can call up the previous information and begin to make updates and changes. Other states have already moved to this system and we hope to learn from their experiences.

This will reduce your work and will also reduce our efforts as well, allowing us to pull complex streams of financial data to better understand the scope of Arizona's arts industry. Of course, this will be a gradual process and requires a learning curve on all our parts. More on this in the months ahead.

Shelley Cohn
Executive Director

Alliance for Audience: Cultivating New Audiences

Thanks to the vision and commitment of the greater Phoenix arts and cultural community and a three-year, \$250,000 capacity-building grant from The Virginia G. Piper Charitable Trust, the ad hoc Ticketing Tactics Task Force (Tic Tacs), is poised to transform itself into a professional arts service organization: Alliance for Audience.

This timely, key funding will enable the newly formed organization to spearhead innovative marketing, audience development, ticketing and learning collaborations among the arts and cultural organizations of the greater Phoenix region. A half-price/discounted online ticket-selling service and a comprehensive web-based calendar of arts and cul-

tural events will be among the Alliance's initial projects.

Anyone who might be interested in collaborating to initiate new audiences, generate earned revenue, improve access to event information, explore new methods of commerce and increase learning and understanding about audience participation should write to TicTacs@cox.net.

For history and background on Alliance for Audience (a.k.a. Tic Tacs), visit www.ArizonaArts.org/ticketing where the Arizona Commission on the Arts has documented the research and planning that is the foundation of this collaborative effort.

Taste of the Arts

Don't miss the Taste of the Arts event, held at the Scottsdale Center for the Arts on Tuesday, January 20, 2004. The Evening of Jazz and Blues begins with a silent auction, a dessert reception and then performances by: Arizona Theatre Company, Black Theatre Troupe, John Summers Trio, Phoenix Theatre and Sedona Jazz on the Rocks Youth Band. Sponsored by AT&T and the media sponsor: The Arizona Republic. Tickets are \$50, email acdliste@qwest.net or call (602) 253-6535.

State of the Arts

"Kids engaged in the arts gain essential communication and job skills, as well as self-esteem and self-discipline." - *Americans for the Arts*

New Faces on the ACA Staff

Our new Schools and Locals Director **Patrick Demers** has recently relocated from Boston where he



Patrick Demers

was co-artistic director of Boston Directors' Lab.

Demers' directing credits include *Arcadia* by Tom Stoppard,

Shakespeare's *Measure for Measure*, *Three Sisters* by Anton Chekhov and *Desdemona* by Paula Vogel. He has taught acting, directing and dramatic literature at the University of Massachusetts Lowell and worked as a guest artist at Harvard. He has worked at the Huntington Theatre Company as associate director of development; New Repertory Theatre as development director and in the Toxic Use Reduction Institute at the University of Lowell as director of external relations.

Demers has a BS in Civil and Environmental Engineering and Graduate Studies in Drama from

Harvard University Extension Program. Demers will work with local arts agencies across the state and with our education programs. Call Patrick at (602) 229-8221 or pdemers@ArizonaArts.org

Chris Ibarra joins our staff as the new Expansion Arts Director where he will work with emerging organizations, festivals and tribal museums and coordinate the Commission's international activities. Ibarra has experience working with multicultural communities, arts and nonprofit organizations on the grassroots, national and international level. He



Chris Ibarra

He's a fifth generation native of Arizona, an alumna of Phoenix College and a graduate of ASU. Chris can be reached by phoning: (602) 229-8229 or via email at: cibarra@ArizonaArts.org

worked with the National Endowment for the Arts Office of International Partnerships and Leadership Initiatives in Washington DC.

Arizona Commission on the Arts the state arts agency

Through public support of the arts, the Commission works on behalf of the people of Arizona linking the arts and communities. The Arizona Commission on the Arts provides services and funding to help make the connection between artists and communities vital and of lasting value.

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This document is available in an alternative format by contacting the Arts Commission at 602/255-5882.

Announcements about non-Commission-sponsored activities and opportunities are provided as a service. Questions about accessibility or alternative format should be directed to the designated contact.



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